

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-115 (GP-089-03-US)**

Applicants: **Andrew FIKES, et al.**

Serial No.: **10/676,195**

Confirmation No.: **7103**

Filing Date: **September 30, 2003**

Title: **SYSTEM AND METHOD FOR AUTOMATICALLY TARGETING WEB-BASED  
ADVERTISEMENTS**

Examiner: **Tri V. Nguyen**

Group Art Unit: **1796**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**INFORMATION DISCLOSURE STATEMENT**

The applicants respectfully requests that the reference listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of the reference is enclosed.

Reference AZ is a Notification of the Second Office Action from the Chinese Patent Office in counterpart Chinese Patent Application No. 200480033745.2. A copy of that Notification of the Second Office Action, as well as an English-language translation thereof, is provided.

The applicants reserve the right to establish that the reference listed on the attached PTO/SB/08A is not prior art to the above-captioned application.

Since this Information Disclosure Statement ("IDS") is being filed before receipt (and assumed mailing) of a first Office Action after the filing of a Request for Continued Examination ("RCE"), it should be considered under 37 C.F.R. § 1.97(b)(4). **Accordingly, it is believed that no fee is due.** If, however, an Office Action on the merits has been mailed after the filing of the RCE and before the filing date of this Information Disclosure Statement, then this IDS should be considered under 37 C.F.R. § 1.97(c)(1). A statement under 37 C.F.R. § 1.97(e)(1) is provided.

**Certification Under 37 CFR 1.97(e)(1):**

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

No fee is believed due. However, in the event that a fee is due in order to have the Information Disclosure Statement submitted herewith considered, the Patent Office is authorized to charge said fee to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

April 25, 2011



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John C. Pokotylo, Attorney

Reg. No. 36,242

Customer No. 26479

(732) 936-1400

STRAUB & POKOTYLO  
788 Shrewsbury Ave.  
Tinton Falls, NJ 07724